

CASE STUDY **DEBT REVIEW COMPANY**

LEAD GENERATION VIA TIKTOK ADS



CHALLENGE

Most debt review companies rely on Meta & Google Ads for their lead generation activities. However it is because of this reason that competition on these platforms is high, therefore generating leads at CPLs of R150 – R250.

OUR SOLUTION

With this client, we opted to use a platform with less competition and highly engaged audience – TikTok. The results? Amazing!



→ TIKTOK ADS MANAGER

Results for 9 business days (1-13 May 2024)

On/Off	Name	Total cost	CPC (Destination)	Impressions	CTR (Destination)	Conversions	CPA	CVR (Impressions)
<input type="checkbox"/>	Struggling_ScaleAd	395.43 ZAR	6.94 ZAR	15,805	0.36%	4	98.86 ZAR	0.03%
<input type="checkbox"/>	R6kPM_Ad	1,438.67 ZAR	5.31 ZAR	50,864	0.53%	35	41.10 ZAR	0.07%
<input type="checkbox"/>	NewCreditCard_Ad	421.17 ZAR	7.95 ZAR	26,990	0.20%	8	52.65 ZAR	0.03%
<input type="checkbox"/>	OldCreditAd	261.79 ZAR	9.03 ZAR	11,895	0.24%	1	261.79 ZAR	0.01%
<input type="checkbox"/>	Lead generation20240501114708	4,168.18 ZAR	6.74 ZAR	175,073	0.35%	53	78.64 ZAR	0.03%
Total of 5 campaigns ?		6,685.24 ZAR	6.50 ZAR	280,627	0.37%	101	66.19 ZAR	0.04%



META ADS

R210 CPL

OUR TIKTOK ADS

R66.19 CPL

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→ CLIENT CONVERSION RESULTS

These results were for the first 3 business days of the campaign



Leads Elite Trial	
Total Leads	44
Deals	4
Conv Rate	9.09%
Total Deal Value	R12,887.42
Avg Deal Value	R3,221.86
total spend	R7,304.00
ACPL	R166.00
ACPS	R1,826.00
spend/return ratio	1.8

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**WE'D LIKE
TO WORK
WITH YOU.**

